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ABSTRACT

Information is presented on current management education courses cffered in Western Australia, based on a survey conducted by the Management Education Advisory Group. These management education courses include both undergraduate and graduate courses that cover public administration and educational administration. Four tables provide the following information: management education courses by subject matter and level; award courses by subject matter, institution, and level; nonaward courses by subject matter and organization; and nonaward courses by subject matter and target group. Brief course descriptions are also provided, along with information on entrance requirements and duration. Finally, a classification of the courses by subject matter is presented, based on an international business classification that originated in the United States and was modified for Western Australia. (SW)

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- MANAGEMENT EDUCATION ADVISORY GROUP -

Management Education Courses

in

Western Australia

Printed for the Management Education Advisory Group by the
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January 1984

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MANAGEMENT EDUCATION COURSES IN WESTERN AUSTRALIA

PREAMBLE

In 1982 the Ralph Committee reported to Federal Parliament on the current state of management education in Australia. In the wake of this report, management educators and others in Western Australia agreed that there was scope for closer collaboration in providing management education courses. A model for such an approach prepared by the Western Australian Post Secondary Education Commission (WAPSEC) was circulated and received favourable comment. It was decided to form a Management Education Advisory Group whose members would include representatives from the institutions offering formal award courses, and from the public and private sector which provide non-award programs on management themes. The group would meet through WAPSEC facilities.

The first major task agreed to by the Group was to determine specifically the current management education courses offered in Western Australia. A survey was undertaken and the results are contained in this compendium.

Willing assistance from those providing management education courses in Western Australia has facilitated the preparation of the compendium. Mrs Jan Stuart of WAPSEC's Secretariat undertook the major task in analysing the survey questionnaires and collating the derived information.

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MANAGEMENT EDUCATION COURSES
IN
WESTERN AUSTRALIA

INTRODUCTION

1. The information set out in this compendium provides an overview of the management education award courses, and non-award, or short courses, offered in Western Australia in 1982. Information has been included for the major providers of such courses but there may be other providers whose activities are not covered in this survey. The recently established regional colleges at Hedland, Kalgoorlie and Karratha are developing courses in management education as a part of their offerings. Comprehensive information was not available for the survey. Although the information is for 1982 the pattern has not changed substantially since then, particularly with respect to award courses.

2. Any comments on the compendium and its usefulness to those with an interest in management education would be welcomed. Responses may be forwarded to:

Dr D Zink
Chairman
Management Education Advisory Group
C/- WAPSEC
PO Box 135
NEDLANDS WA 6009

DEFINITIONS, ASSUMPTIONS AND INTERPRETATIONS

Definition of Management Education

3. For the purposes of this compendium the term "management" education includes all courses, whether undergraduate or postgraduate, award or non-award, the principal aim of which is to equip those undertaking the course for administrative or management positions, including those in the public sector. It would include courses in public administration and educational administration, if these are offered as variations on business management courses with a significant core (more than 50%) of such studies.

4. The 50% criteria means that courses in the Master of Business degree at the Western Australian Institute of Technology (WAIT), specialising in Educational Administration, does qualify. However, the WAIT Diploma in Education Administration did not meet the requirements.

Course Themes

5. To provide more comprehensive information on the courses provided a classification of course themes which has been devised for this purpose is set out in Appendix 1. The classification is based on an international business classification which originated in the United States, modified to suit the situation in Western Australia.

6. The course theme information is intended to indicate the opportunities for major studies in award courses and the major theme(s) in the various non-award courses offered.

7. Some caution is necessary in interpreting the data provided on course themes offered since it is dependent on how those providing the information have allocated their courses against the course themes classification.

Award Course Pattern

8. The pattern of management education award courses offered in Western Australia, including their general objectives, entrance requirements and duration are set out in Appendix 2.

INFORMATION ON MANAGEMENT EDUCATION COURSES

9. Information on the management education courses offered in Western Australia is presented in the four tables which follow as listed below -

Table 1 - Management Education Courses By Course Theme, Course Type and Level

Table 2 - Award Courses by Course Theme and Institution
- Table 2A - TAFE Certificates and Diplomas
- Table 2B - Bachelor's Degrees
- Table 2C - Graduate Diploma Qualifications
- Table 2D - Higher Degree Qualifications

Table 3 - Non-Award Courses by Course Themes and Organisation

Table 4 - Non-Award Courses by Courses Theme and Target Group

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TABLE 1: MANAGEMENT EDUCATION COURSES BY COURSE THEME, COURSE TYPE AND LEVEL

COURSE THEMES	AWARD COURSES							NON-AWARD COURSES
	TAFE Cert.	TAFE Dip.	Bachelor	Graduate Diploma	Master (crse)	Master (rsrch)	Ph.D.	
1. Accounting	1	1	3	2	2	1	1	6
2. Banking						1	1	2
3. Business Administration and Management	3	6	3	2	1	1	1	6
4. Business Data Processing	1	1	1			1	1	20
5. Business Economics			2	1	1	1	1	3
6. Business Law	1	1	2	1	1	1	1	1
7. Education Administration				1	1	1	1	2
8. Financial Management	1	1	3	2	2			5
9. Hospitality Management	1	1				1	1	3
10. Insurance and Risk Management		1	1			1	1	
11. International Business Management	2					1	1	
12. Investments and Securities			1	1		1	1	1
13. Labour/Industrial Relations	1		3	1	2	1	1	1
14. Management Information Systems			1	1	1	1	1	6
15. Management in the Mining Industry						1	1	
16. Management Science			1		1	1	1	3
17. Marketing Management and Research	2	2	2	1	1			25
18. Merchandising and Distribution	3	2				1	1	4
19. Office Supervision and Management						1	1	16
20. Organisational Behaviour			2	1	1	1	1	17
21. Personnel Management	1	1	3	1	2	1	1	29
22. Public Administration	1	4	1	1	1	1	1	2
23. Real Estate Management	1	1				1	1	3
24. Rural Enterprise Business and Management			1			1	1	2
25. Secretarial Studies	3	2				1	1	7
26. Small Business Management and Ownership						1	1	5
27. Taxation			1	1		1	1	2
28. Teacher Education - Business						1	1	2
29. Trade and Industrial Supervision and Management						1	1	10
30. Business and Management, Other	1	1				1	1	3

TABLE 2(A): AWARD COURSES BY COURSE THEME AND INSTITUTION: TAFE CERTIFICATES AND DIPLOMAS (1)

COURSE THEMES	T E D CERTIFICATE	T E D DIPLOMA
1. Accounting	1	1
2. Banking		1
3. Business Administration and Management	3	6
4. Business Data Processing	1	1
5. Business Economics		
6. Business Law	1	1
7. Education Administration		
8. Financial Management	1	1
9. Hospitality Management	1	1
10. Insurance and Risk Management		1
11. International Business Management	2	
12. Investments and Securities		
13. Labour/Industrial Relations	1	
14. Management Information Systems		
15. Management in the Mining Industry		
16. Management Science		
17. Marketing Management and Research	2	2
18. Merchandising and Distribution	3	2
19. Office Supervision and Management		
20. Organisational Behaviour		
21. Personnel Management	1	1
22. Public Administration	1	4
23. Real Estate Management	1	1
24. Rural Enterprise Business and Management		
25. Secretarial Studies	3	2
26. Small Business Management and Ownership		
27. Taxation		
28. Teacher Education - Business		
29. Trade and Industrial Supervision and Management		
30. Business and Management, Other	1	1

(1) TED - Technical Education Division of the Education Department of Western Australia

TABLE 2(B): AWARD COURSES BY COURSE THEME AND INSTITUTION: BACHELOR'S DEGREES (1)

	COURSE THEMES	UWA	WAIT	WACAE
1.	Accounting	1	1	1
2.	Banking			
3.	Business Administration and Management	1	1	1
4.	Business Data Processing			1
5.	Business Economics	1	1	
6.	Business Law	1	1	
7.	Education Administration			
8.	Financial Management	1	1	1
9.	Hospitality Management			
10.	Insurance and Risk Management		1	
11.	International Business Management			
12.	Investments and Securities			1
13.	Labour/Industrial Relations	1	1	1
14.	Management Information Systems		1	
15.	Management in the Mining Industry			
16.	Management Science	1		
17.	Marketing Management and Research	1	1	
18.	Merchandising and Distribution			
19.	Office Supervision and Management			
20.	Organisational Behaviour	1		1
21.	Personnel Management	1	1	1
22.	Public Administration		1	
23.	Real Estate Management			
24.	Rural Enterprise Business and Management		1	
25.	Secretarial Studies			
26.	Small Business Management and Ownership			
27.	Taxation		1	
28.	Teacher Education - Business			
29.	Trade and Industrial Supervision and Management			
30.	Business and Management, Other			

(1) UWA - The University of Western Australia
WAIT - The Western Australian Institute of Technology
WACAE - The Western Australian College of Advanced Education

TABLE 2(C): AWARD COURSES BY COURSE THEME AND INSTITUTION: GRADUATE DIPLOMA QUALIFICATIONS (1)

	COURSE THEMES	WAIT	WACAE
1.	Accounting	1	1
2.	Banking		
3.	Business Administration and Management	1	1
4.	Business Data Processing		
5.	Business Economics	1	
6.	Business Law	1	
7.	Education Administration	1	
8.	Financial Management	1	1
9.	Hospitality Management		
10.	Insurance and Risk Management		
11.	International Business Management		
12.	Investments and Securities		1
13.	Labour/Industrial Relations	1	
14.	Management Information Systems	1	
15.	Management in the Mining Industry		
16.	Management Science		
17.	Marketing Management and Reseach	1	
18.	Merchandising and Distribution		
19.	Office Supervision and Management		
20.	Organisational Behaviour		1
21.	Personnel Management	1	
22.	Public Administration	1	
23.	Real Estate Management		
24.	Rural Enterprise Business and Management		
25.	Secretarial Studies		
26.	Small Business Management and Ownership		
27.	Taxation		1
28.	Teacher Education - Business		
29.	Trade and Industrial Supervision and Management		
30.	Business and Management, Other		

(1) Graduate diplomas may provide either more advanced studies which extend those contained in undergraduate courses, or, provide foundation studies in management for graduates from other disciplines.

TABLE 2(D): AWARD COURSES BY COURSE THEME AND INSTITUTION: HIGHER DEGREE QUALIFICATIONS (1)

COURSE THEMES	UWA		WAIT
	Research	Coursework	Coursework
1. Accounting	2	1	1
2. Banking	2		
3. Business Administration and Management	2	1	
4. Business Data Processing	2		
5. Business Economics	2	1	
6. Business Law	2	1	
7. Education Administration	2		1
8. Financial Management		1	1
9. Hospitality Management	2		
10. Insurance and Risk Management	2		
11. International Business Management	2		
12. Investments and Securities	2		
13. Labour/Industrial Relations	2	1	1
14. Management Information Systems	2		1
15. Management in the Mining Industry	2		
16. Management Science	2	1	
17. Marketing Management and Research			1
18. Merchandising and Distribution	2		
19. Office Supervision and Management	2		
20. Organisational Behaviour	2	1	
21. Personnnel Management	2	1	1
22. Public Administration	2		1
23. Real Estate Management	2		
24. Rural Enterprise Business and Management	2		
25. Secretarial Studies	2		
26. Small Business Management and Ownership	2		
27. Taxation	2		
28. Teacher Education - Business	2		
29. Trade and Industrial Supervision and Management	2		
30. Business and Management, Other	2		

(1) UWA - research degrees - Doctor of Philosophy in Commerce and Master of Commerce
coursework degree - Master of Business Administration

The availability of course themes for research degrees is dependent on the provision of satisfactory supervision for the research. As a result, only a small number of students may enrol in research degrees each year.

WAIT - coursework degree - Master of Business

TABLE 3: NON-AWARD COURSES BY COURSE THEME AND ORGANISATIONS (1,2)

	COURSE THEMES	UWA	WAIT	WACAE	TED	PCC	PSB	SBAS	AIM
1.	Accounting		2						4
2.	Banking		1		1				
3.	Business Administration and Management			1	5				
4.	Business Data Processing	1	5	2	12				
5.	Business Economics		2				1		
6.	Business Law								1
7.	Education Administration		1		1				
8.	Financial Management		3	1	1				
9.	Hospitality Management				2	1			
10.	Insurance and Risk Management								
11.	International Business Management								
12.	Investments and Securities					1			
13.	Labour/Industrial Relations					1			
14.	Management Information Systems		5						1
15.	Management in the Mining Industry								
16.	Management Science					1			2
17.	Marketing Management and Research		9		2	1			13
18.	Merchandising and Distribution				2				2
19.	Office Supervision and Management				11				5
20.	Organisational Behaviour		2	1					14
21.	Personnel Management			1	12	2			14
22.	Public Administration				2				
23.	Real Estate Management				3				
24.	Rural Enterprise Business and Management		1		1				
25.	Secretarial Studies			1	4				2
26.	Small Business Management and Ownership				2	1	2		
27.	Taxation				1	1			
28.	Teacher Education - Business		1		1				
29.	Trade and Industrial Supervision and Management								10
30.	Business and Management, Other				2	1			

(1) Many courses have more than one theme.

(2) PCC - Perth Chamber of Commerce
PSB - Public Service Board
SBAS - Small Business Advisory Service
AIM - Australian Institute of Management

TABLE 4: NON-AWARD COURSES BY COURSE THEME AND TARGET GROUP (1,2)

	COURSE THEMES	Senior M'ment	Middle M'ment	S'pvsn M'ment	Junior M'ment	M'ment T'ees	Owner/ M'gers	Open
1.	Accounting	3	5			1		
2.	Banking		1					1
3.	Business Administration and Management	10	9	13	4	1	2	4
4.	Business Data Processing	3	3	5	6	3	3	
5.	Business Economics		1					1
6.	Business Law							
7.	Education Administration			1				1
8.	Financial Management		4				1	
9.	Hospitality Management		1			1	1	
10.	Insurance and Risk Management							
11.	International Business Management							
12.	Investments and Securities	1	1				1	
13.	Labour/Industrial Relations	1	1					
14.	Management Information Systems		2	3		1	1	
15.	Management in the Mining Industry							
16.	Management Science	1	3			1	1	
17.	Marketing Management and Research		8	1			3	3
18.	Merchandising and Distribution				2			
19.	Office Supervision and Management		3	4	2	8	2	11
20.	Organisational Behaviour	2	7	2				
21.	Personnel Management	4	9	8		2	2	12
22.	Public Administration			1		1		
23.	Real Estate Management		3					
24.	Rural Enterprise Business and Management		1				1	
25.	Secretarial Studies				1	4		
26.	Small Business Management and Ownership						5	
27.	Taxation		1				2	
28.	Teacher Education - Business			1				1
29.	Trade and Industrial Supervision and Management			10				
30.	Business and Management, Other	1	3	1				1

(1) Many course were targeted for more than one group and had more than one theme.

(2) Fifteen (of a total of 76) AIM courses were not included because they did not target occupation level but designated specific groups such as women or sales people.

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CODE FOR COURSE THEMES

1. **ACCOUNTING:**

   the principles, procedures, and theories of organising, maintaining, and auditing business and financial transactions.

2. **BANKING:**

   commercial, savings, and mortgage banking.

3. **BUSINESS ADMINISTRATION AND MANAGEMENT:**

   (includes general business administration and management)

   the planning, organising, and controlling of a business having regard for both its immediate context and society-at-large, including corporate policy and management strategy, organisational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions, and decision making, as well as environmental scanning and forecasting, and social responsibilities and leadership.

4. **BUSINESS DATA PROCESSING:**

   the analysis and design of data processing systems configurations for business applications, writing, testing, monitoring, debugging and maintaining business related data processing programs and/or the operation of computers, and data entry or other peripheral equipment in a business environment.

5. **BUSINESS ECONOMICS:**

   the principles and methods for organising a business firm and for combining resources to produce goods and services, taking account of costs, profits, and the nature and extent of competition in markets.

6. **BUSINESS LAW:**

   the principles, concepts and legal regulations affecting business - includes contract, sale, agency, trade practises, company law and taxation.

7. **EDUCATION ADMINISTRATION:**

   application of management and administrative principles and techniques of planning to organising, staffing, coordinating, development, researching.

8. **FINANCIAL MANAGEMENT:**

   the financial management of industrial and commercial enterprises; and investment analysis and portfolio selection.

9. **HOSPITALITY MANAGEMENT:**

(includes management for hotels/motels, recreational enterprises, resorts, restaurants, transportation)

the nature and application of management methods and techniques related to specific kinds of institutions in the hospitality industry.

10. **INSURANCE AND RISK MANAGEMENT:**

risk analysis and personal and business insurance and their applications to life, disability, property, liability, and fiduciary trust and annuity underwriting.

11. **INTERNATIONAL BUSINESS MANAGEMENT:**

the principles and processes of export sales, trade controls, foreign operations, attitudes, monetary problems, and other areas of concern in the international business environment as it affects, or is affected by, a company's policies, procedures, and products.

12. **INVESTMENTS AND SECURITIES:**

the securities market, investment concepts, and the effects of economic business cycles on investments. Includes instruction in the study of stocks, mutual funds, bonds, unlisted and listed securities, and yield changes as they affect long term holdings.

13. **LABOUR/INDUSTRIAL RELATIONS:**

the history and development of the labour movement, including the analysis and interpretation of Federal and State legislation, union contracts, labour negotiation, conciliation, arbitration, and grievance procedures.

14. **MANAGEMENT INFORMATION SYSTEMS:**

computer-based information systems that deal with business data and which are generally characterised by logical patterns of clerical work flow from the point of original data gathering to completion of necessary reports and retrieval displays.

15. **MANAGEMENT IN THE MINING INDUSTRY:**

the application of organisational, economic and business principles involved in establishing and operating a mine - includes project management, logistics, purchasing, industrial relations, organisational behaviour and commodity markets.

16. **MANAGEMENT SCIENCE:**

(includes business statistics, operations research and quantitative methods)

the application of mathematical and analytical techniques such as modelling, programing, forecasting, and analysis in the design, implementation, monitoring, and control of organisational processes and operations to determine their purpose and effectiveness, and means for attaining maximum efficiency.

17. **MARKETING MANAGEMENT AND RESEARCH:**

the principles, practices, and concepts involved in the performance of business activities which direct the transfer of goods and the acquisition of services from producer to consumer. Includes instruction in marketing functions and institutions; activities having to do with effecting change in ownership and possession of goods and services; and the study of applied economics relating to the creation of time, place, and possession utility.

18. **MERCHANDISING AND DISTRIBUTION:**

the principles, practices and concepts concurred with the flow of industrial and consumer goods in channels of trade, or the provision of services to consumers or users - includes marketing, sales, distribution, merchandising and management, as well as ownership and management of enterprises involved in marketing.

19. **OFFICE SUPERVISION AND MANAGEMENT:**

the methods, principles and procedures necessary to supervise employees; budget, analyse, and coordinate clerical and other office activities, evaluate, organise, and/or revise office operations and procedures to establish uniformity in handling correspondence, records, and other materials; design various office layouts to facilitate maximum production and efficiency; evaluate employee records; and coordinate activities of clerical department and workers.

20. **ORGANISATIONAL BEHAVIOUR:**

the behaviour and motivations of individuals functioning in groups, the influence of styles of leadership that may be used by managers, and the means of intervention that may be used to improve interpersonal relations and team behaviour.

21. **PERSONNEL MANAGEMENT:**

the methods, principles, procedures, and understandings necessary to manage and administer programs that are directed to the welfare and working conditions of employees in a business or other organisation.

22. **PUBLIC ADMINISTRATION:**

utilisation of knowledge, skills, values and behaviours in formulating public policies and managing public facilities and services.

23. **REAL ESTATE MANAGEMENT:**

the theories and techniques of buying, selling, appraising, renting, managing and leasing of real property.

24. **RURAL ENTERPRISE BUSINESS AND MANAGEMENT:**

application of the economic and business principles involved in the organisation, operation and management of farm and agricultural businesses.

25. **SECRETARIAL STUDIES:**

supporting administrative and general office duties including scheduling appointments, providing information to callers, taking and transcribing dictation, typing straight-copy from rough draft or corrected copy, filing and other minor administrative tasks.

26. **SMALL BUSINESS MANAGEMENT AND OWNERSHIP:**

the managerial functions and ownership principles involved in operating a small business, and aspects of entrepreneurship and the establishment of a small business.

27. **TAXATION:**

the principles, procedures, and regulations applicable to the maintenance of records and the preparation of filing of income tax returns for individuals, partnerships, corporations, and other types of organisations.

28. **TEACHER EDUCATION - BUSINESS:**

the theories, methods and subject matter necessary for designing, implementing and evaluating organised learning activities for students undertaking business studies at the secondary schooling level.

29. **TRADE AND INDUSTRIAL SUPERVISION AND MANAGEMENT:**

supervising and managing personnel engaged in construction, mechanical repair, manufacturing, transportation, or material moving.

30. **BUSINESS AND MANAGEMENT, OTHER:**

any field in business and management not described above.

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AWARD COURSE PATTERNS

AWARD COURSE LEVELS	GENERAL OBJECTIVES	ENTRANCE REQUIREMENTS	Years to Complete Full Time	Years to Complete Part Time
TAFE (Certificate) TAFE (Diploma)	1) meet educational or examination requirements of professional bodies. 2) provide specific skills/training. 3) provide management skills. 4) to complement on the job experience. 5) to improve individual promotional opportunities.	Year 10 (achievement level) with standing in the following: Mathematics-Ordinary English-Intermediate Science-Ordinary Social Studies-Intermediate OR pass examinations in Mathematics and English OR mature students based on occupational status and experience	2 3	2-3 4-6
BACHELOR'S DEGREE (B.Comm. B.Bus. B. Bus(Agr))	Generalist degrees for future professionals and administrators in public/private sectors (degree has a major focus)	Acceptable TAE aggregate (sufficient to meet quotas) with standing in English and Mathematics. Mature entry or other background a possibility for entry.	3	5-6
GRADUATE DIPLOMA (two types)	For graduates with a bachelor's degree in the management field - more advanced studies which extend those taken at undergraduate level. For graduates from other disciplines - foundation studies which give a broad understanding of management principles and practises.	First degree or professional qualification and some work experience.	1	2
MASTER'S DEGREE (coursework) (MBA, M.Bus)	Generalist postgraduate coursework degree for middle and senior management in government and private business.	First degree, work experience and (for MBA) min standing in international business test.	2	4
MASTER'S DEGREE (research) (M.Comm)	Preparation for research or as preliminary to PhD.	Honours degree or Master's preliminary year.	1-2	2-4
DOCTORATE DEGREE (Ph D)	Preparation for teaching/research at University level.	First class honours or Master's degree.	3	5-6

APPENDIX 2